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| BIRCH STEWART KOLASCH & BIRCH PO BOX 747 FALLS CHURCH, VA 22040-0747 | | | PAULA, CESAR B | |
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| | | | 2178 | |

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Please find below and/or attached an Office communication concerning this application or proceeding.

| | | | |
|------------------------------|------------------------|---------------------|--|
| Office Action Summary | Application No. | Applicant(s) | |
| | 10/003,069 | SHIOMI ET AL. | |
| | Examiner | Art Unit | |
| | CESAR B. PAULA | 2178 | |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 04 January 2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,3-17 and 20-39 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,3-17 and 20-39 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date <u>12/6/01</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to the amendment filed on 1/4/2005.

This action is made Final.

2. In the amendment, claims 2, 18-19 have been canceled. Claims 34-39 have been added. Claims 1, 3-17, and 20-39 are pending in the case. Claims 1, 8, 12, 17, 24-26, 34, 37, and 39 are independent claims.

Information Disclosure Statement

3. The information disclosure statements (IDS) submitted on 12/6/2001, 6/5/2003, and 7/1, and 7/29/2004 have been entered, and considered by the Examiner.

Priority

4. Acknowledgment is made of applicant's claim for foreign priority under 35 U.S.C. 119(a)-(d), and based on application # 2000-371676 filed in Japan on 12/6/2000, which papers have been placed of record in the file.

Drawings

5. The drawings filed on 12/6/2001 have been approved by the examiner.

Art Unit: 2178

Claim Objections

6. Appropriate corrections have been made to claim 1. Therefore, the objections to claims 1-7 have been withdrawn.

7. Claim 25 is objected to because of the following informalities: “desired information of a give type” line 8. This would be better written as “desired information of a given type”. Appropriate correction is required.

Claim Rejections - 35 USC § 112

8. Appropriate corrections have been made to claims 22, and 31. Therefore, the objections to claims 22-23, and 31 have been withdrawn.

Claim Rejections - 35 USC § 102

9. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

10. Claims 1-19, 21, and 24-25 remain, and claims 34-39 are rejected under 35 U.S.C. 102(b) as being anticipated by Judson (Pat.# 5,572,643, 11/5/1996).

Art Unit: 2178

Regarding independent claim 1, Judson discloses a client retrieving a web page having an embedded or masked object, such as an advertisement, stored within the web page—*receiving desired information together with advertisement supplied from the outside* -- (col.2, lines 1-11, 35-45, 54-67, col.4, lines 1-35, and col.5, lines 40-col.6, line 12).

Moreover, Judson discloses retrieving, and displaying the embedded or masked object, such as an advertisement, as a result of activating a link on the web page—*executing a prescribed process on said desired information, presenting when said prescribed process is executed by said processing means an advertisement based on said advertisement data received by said information receiving unit*-- (col.2, lines 1-11, 35-45, 54-col. 3, line 2, and col.5, lines 40-col.6, line 11, col.8, lines 1-17).

Moreover, Judson discloses downloading a web page storing an embedded or masked object, such as an advertisement, stored within the client's RAM chip (implying detachment, or cache memory—*detachably mounted*), and then displaying the advertisement on the browser—*a storage mounting unit to which an information storage medium storing in advance said desired information and said advertisement data* -- (col.2, lines 1-11, 35-45, 54-67, and col.4, lines 1-35, fig.2).

Furthermore, Judson discloses displaying the embedded or masked object from RAM, such as an advertisement, as a result of activating a link on the web page—*reading said desired information together with the advertisement data related to the desired information* -- (col.2, lines 1-11, 35-45, 54-col. 3, line 2, and col.5, lines 40-col.6, line 11, col.8, lines 1-17).

Art Unit: 2178

Regarding claim 3, which depends on claim 1, Judson discloses a browser downloading a web page storing an embedded or masked object within HTML tags –*additional data corresponding to a HTML type to be added as an object* after the user selects the link --, such as an advertisement, stored within the client having a hard disk (col.2, lines 1-11, 35-45, 54-67, and col.4, lines 1-35).

Regarding claim 4, which depends on claim 1, Judson discloses the client using a browser for downloading the web page storing the advertisement, using a modem for communicating with other computers over a network –*communication unit for communicating with the outside through a communication path, and receiving through said communication unit, desired information together with advertisement* -- (col.2, lines 1-11, 35-45, 54-67, and col.4, lines 1-4, 30-35).

Regarding claim 5, which depends on claim 4, Judson discloses a browser for downloading a web page from a server by selecting a link –*specifying HTML type of said additional data, based on execution result of said prescribed process by said processing means, and receiving from the outside..said additional data* -- (col.1, lines 27-33, col.2, lines 1-11, 35-45, 54-67, col.4, lines 30-35). The downloading is performed using a modem for communicating with other computers over a network for retrieving the web page.

Regarding claim 6, which depends on claim 5, Judson discloses a browser for selecting advertisements based on the user's web page access history—*advertisement specifying data for*

Art Unit: 2178

specifying said advertisement data (col.7, lines 10-17). In this case, the browser receives the access history—*advertisement data included in said acquisition request transmitted by said additional data requesting means.*

Regarding claim 7, which depends on claim 1, Judson discloses clients for downloading a web page, which stores the advertisement. The clients are personal computers (col.1, lines 27-33, col.2, lines 1-11, 35-45, 54-67, col.3, lines 47-67). Personal computer can be carried from one location to the next—*portable apparatus.*

Regarding independent claim 8, Judson discloses a client using a modem for downloading or receiving a web page having, a link, and a embedded or masked object, such as an advertisement, over a network —*receiving desired information for executing a prescribed process, and advertisement data related to the desired information --* (col.1, lines 27-33, col.2, lines 1-11, 35-45, 54-67, col.4, lines 1-35, and col.5, lines 40-67).

Moreover, Judson discloses storing of the retrieved web page along with the embedded objects, in memory, such as a RAM chip, cache or hard drive, installed in the client's computer —*executing a prescribed process on said desired information, presenting when said prescribed process is executed by said processing means an advertisement based on said advertisement data received by said information receiving unit--* (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and col.5, lines 40-col.6, line 11, fig.2).

Art Unit: 2178

Regarding claim 9, which depends on claim 8, Judson discloses a client using a modem for downloading or receiving a web page having an embedded or masked object, such as an advertisement, over a network into RAM, cache or hard drive *--stores in advance information specifying data for specifying said desired information and advertisement specifying data --* (col.1, lines 27-33, col.2, lines 1-11, 35-45, 54-67, col.4, lines 1-35, and col.5, lines 40-67).

Moreover, Judson discloses the downloading of a web page, and retrieval and display of a related advertisement embedded object as a result of selecting and activating the link *--executing a prescribed process on said desired information, presenting when said prescribed process is executed by said processing means an advertisement based on said advertisement data received by said information receiving unit--* (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and col.5, lines 40-col.6, line 11, fig.2).

Regarding claim 10, which depends on claim 8, Judson discloses a link stored in the web page to enable a client to download of a web page, retrieve and display of a related advertisement embedded object as a result of selecting and activating the link *--stores in advance connection destination data and said communication unit communicates with said external information supplying unit based on said connection--* (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and col.5, lines 40-col.6, line 11, fig.2).

Regarding claim 11, which depends on claim 8, Judson discloses a client for downloading of a web page, retrieve and display of a related advertisement embedded object as a result of selecting and activating the link (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and

Art Unit: 2178

col.5, lines 40-col.6, line 11, fig.2). In other words, the web page is displayed in addition to the advertisement at the client.

Regarding independent claim 12, Judson discloses downloading a web page storing an embedded or masked object, such as an advertisement, stored within the client's RAM chip—*receiving desired information together with advertisement* -- (col.2, lines 1-11, 35-45, 54-67, and col.4, lines 1-35).

Moreover, Judson discloses displaying the embedded or masked object, such as an advertisement, as a result of activating a link on the web page —*reading said desired information receiving unit*-- (col.2, lines 1-11, 35-45, 54-col. 3, line 2, and col.5, lines 40-col.6, line 11).

Moreover, Judson discloses retrieving, and displaying the embedded or masked object, such as an advertisement, as a result of activating a link on the web page —*processing means for executing a prescribed process on said desired information, presenting said advertisement data read by said storage medium reading unit, when a request to execute said prescribed process is received by said processing means* (col.2, lines 1-11, 35-45, 54-col. 3, line 2, and col.5, lines 40-col.6, line 11).

Furthermore, Judson discloses that the web page has embedded or masked objects, such as an advertisement, attached to links stored within —*receiving desired information together with advertisement* — the RAM memory (col.2, lines 1-11, 35-45, 54-67, col.4, lines 1-35, and col.5, lines 40-67). In other words, the links enable the presentation of the advertisements, so after the user clicks on a first link, a first advertisement is presented. A second advertisement is presented, when a second link is clicked on (after the first link is clicked on)-- *and allowing said processing*

Art Unit: 2178

means to execute the prescribed process after presenting said advertisement data and receiving an input from a user.

Claims 13-16 are directed towards an information processing terminal for implementing the apparatus found in claims 2-3, 5, and 7 respectively, and therefore are similarly rejected.

Regarding independent claim 17, Judson discloses a browser—*acquisition request receiving means*-- for downloading a web page from a server—*data supplying means*-- by selecting a link (col.1, lines 27-33, col.2, lines 1-11, 35-45, 54-67, col.4, lines 30-35). The downloading is performed using a modem for communicating with server over a network for retrieving the web page, and the server provides or supplies the web page and the advertisement to the requesting browser.

Moreover, Judson discloses that the requested and downloaded web page contains information such as a link, and embedded advertisement—*additional data corresponding to a type to be added as an object of information processing executed by said source of acquisition request*-- objects to be displayed or added as a result of activation of the link in the browser (col.2, lines 1-11, 35-45, 54-67, col.4, lines 30-35).

Moreover, Judson discloses that the browser stores advertisement objects on a location, such as the browser's home page—*data supply means transmit*—in RAM, which are then transmitted to the browser based on the previous history of access requested web page contains information such as a link, and embedded advertisement objects to be displayed or added as a result of activation of the link (col.5, lines 60-67, col.7, lines 1-17).

Art Unit: 2178

Regarding claim 21, which depends on claim 1, Judson discloses the downloading of a web page, containing advertisements embedded in the page, to a client using a link—*acquisition request includes advertisement data* -- (col.1, lines 26-33, col.2, lines 1-11, 35-45, 54-67, col.7, lines 1-17).

Moreover, Judson discloses that the downloaded web page is retrieved from the server—*said data supplying means transmits, in response to reception of said acquisition request*, which has the web page and the advertisements (col.1, lines 26-33, col.2, lines 1-11, 35-45, 54-67, col.8, lines 1-21).

Regarding independent claim 24, Judson discloses one of many clients using a modem for downloading or receiving from a server, a web page—*desired information of a given type, selecting information of the given type from previously stored information of the given type*, having an embedded or masked object, such as an advertisement, over a network, as a result of a link activation —*acquisition request for desired information from said arbitrary terminal to said acquisition supplying apparatus* -- (col.1, lines 27-33, col.2, lines 1-11, 30-45, 54-67, col.3, line 44-col.4, line 35, and col.5, lines 40-67).

Moreover, Judson discloses that in response to the activation of the link, the server sends back a web page, which is displayed, and contains an embedded related advertisement object—*selecting information of the given type from previously stored information and supplying said desired information together with advertisement data related to said desired information from*

Art Unit: 2178

said information supplying apparatus -- (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and col.5, lines 40-col.6, line 11, fig.2).

Claims 25 is directed towards an information supplying system for implementing the system found in claim 24, and therefore is similarly rejected.

Regarding independent claim 34, Judson teaches a browser for receiving, and storing information in a RAM connected in a computer with a cpu, which also executes downloaded applets for displaying advertisement informational objects. A user selects links, and causes the downloading of web pages according to various criteria, such as using a particular URL, bookmarks, etc, and Applets associated with the web pages. Applets associated with web pages are downloaded for displaying advertisements related to the respective downloaded web pages (col.4, lines 10-24, col.6, lines 6-16, col.7, lines 1-7, fig.2). In other words, a user clicks on a link, downloads a web page along with associated applet, and advertisement information. Then, the user wants to retrieve another web page using a bookmark. The new web page is downloaded along with a new applet, and advertisement information --*an information receiving unit for receiving updates to said executable program data and advertisement data from an external source and updating the executable program data and advertisement data based on said updates.*

Furthermore, Judson teaches the generation, and display of an output information, such as an advertisement, as a result of executing the applet, such as the applet of a newly downloaded web page. The applet is stored and later reused when a related link is established-- *presenting an advertisement based on advertisement data and, after presenting the advertisement, requiring an*

Art Unit: 2178

input from a user before allowing the processor to execute program data (col.6, lines 6-16, col.7, lines 1-14, fig.2).

Regarding claim 35, which depends on claim 34, Judson discloses a browser, which receives, and stores in RAM, executable applets, and advertisement information presented by the applets-- *a storage medium mounting unit an information storage medium storing executable program data and advertisement data mounted on the storing medium mounting unit (col.4, lines 10-24, col.6, lines 6-16, col.7, lines 1-7, fig.2).*

Furthermore, Judson teaches the browser-- *storage medium reading unit operably connected to the processor reading executable program data and advertisement data from said storage medium--* generating, and displaying the output information in RAM, such as an advertisement, as a result of executing the applet, such as the applet of a newly downloaded web page. (col.6, lines 6-16, col.7, lines 1-14, fig.2).

Regarding claim 36, which depends on claim 35, Judson teaches a user using a browser-- *communications unit communicating to the external source a request for an update to the executable program data and receiving the update to the executable program data and new advertising data--* selects links, and causes the downloading of web pages according to various criteria, such as using a particular URL, bookmarks, etc, and Applets associated with the web pages. Applets associated with web pages are downloaded for displaying advertisements related to the respective downloaded web pages (col.6, lines 1-16, col.7, lines 3-21, fig.2).

Art Unit: 2178

Regarding independent claim 37, Judson discloses a browser for receiving, and storing information in a RAM connected in a computer, which also executes downloaded applets for displaying advertisement informational objects -- *an information storage medium storing executable program data and advertisement data operably connected to said processor* (col.4, lines 10-24, col.6, lines 1-16, col.7, lines 1-7, fig.2).

Moreover, Judson teaches a user selects links, and causes the downloading of web pages according to various criteria, such as using a particular URL, bookmarks, etc, and Applets associated with the web pages. Applets associated with web pages are downloaded for displaying advertisements related to the respective downloaded web pages (col.6, lines 1-16, col.7, lines 3-21, fig.2). In other words, a user clicks on a link, downloads a web page along with associated applet, and advertisement information. Then, the user wants to retrieve another web page using a bookmark. The new web page is downloaded along with a new applet, and advertisement information --*an information receiving unit for receiving updates to said executable program data and advertisement data from an external source and updating the executable program data and advertisement data based on said updates.*

Furthermore, Judson teaches the generation, and display of an output information, such as an advertisement, as a result of executing the applet, such as the applet of a newly downloaded web page. The applet is stored and later reused when a related link is established-- *for presenting an advertisement based on advertisement data and, after presenting the advertisement, requiring an input from a user before allowing the processor to execute program data* (col.6, lines 1-16, col.7, lines 1-14, fig.2).

Art Unit: 2178

Regarding claim 38, which depends on claim 37, Judson discloses a browser for receiving, and storing information in a RAM connected in a computer, which also executes downloaded applets for displaying advertisement informational objects (col.4, lines 10-24, col.7, lines 6-16, col.7, lines 1-7, fig.2).

Regarding independent claim 39, Judson discloses a cpu connected to a graphic display (col.4, lines 7-35, fig.2).

Moreover, Judson discloses a browser for receiving, and storing information in a RAM connected in a computer to the cpu, which also executes downloaded applets for displaying advertisement informational objects -- *operably connecting an information storage medium storing executable program data and advertisement data to the processor; when a request to execute the executable program is received by the processor, displaying an advertisement based on the advertisement data* (col.4, lines 10-24, col.6, lines 1-16, col.7, lines 1-7, fig.2).

Moreover, Judson teaches the generation, and display of an output information, such as an advertisement, as a result of executing the applet, such as the applet of a newly downloaded web page. The applet is stored and later reused when a related link is established-- *requiring a user input after displaying the advertisement before executing the executable program; when the user input is received, executing the executable program;* (col.6, lines 6-16, col.7, lines 1-14, fig.2).

Furthermore, Judson teaches a user selects links, and causes the downloading of web pages according to various criteria, such as using a particular URL, bookmarks, etc, and Applets associated with the web pages. Applets associated with web pages are downloaded for displaying

Art Unit: 2178

advertisements related to the respective downloaded web pages (col.7, lines 1-16, col.7, lines 3-21, fig.2). In other words, a user clicks on a link, downloads a web page along with associated applet, and advertisement information. Then, the user wants to retrieve another web page using a bookmark. The new web page is downloaded along with a new applet *requesting an update to the executable program from an external source*, and advertisement information--*receiving an update to the executable program and updated advertising data; updating the executable program and the information storage medium with the advertising information on received update.*

Claim Rejections - 35 USC § 103

11. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

12. Claims 20, 22-23, and 26-33 remain rejected under 35 U.S.C. 103(a) as being unpatentable over Judson.

Regarding claim 20, which depends on claim 17, Judson discloses that the browser downloads advertisement from a server (col.2, lines 1-11, 35-45, 54-67, col.7, lines 1-17). Judson fails to explicitly disclose: *additional data is registered and updated by a data supplier supplying the additional data.* However, it would have been obvious to a person of ordinary skill

Art Unit: 2178

in the art at the time of the invention to have registered and updated the advertisements by an advertisement supplier, because Judson teaches above displaying advertisements based on the type of access history of a user. This would provide the benefit of providing a variety of updated advertisement which more effectively resembles the tastes of a wide range of clients, in accordance with the latest products available from the advertiser.

Regarding claim 22, which depends on claim 21, Judson discloses that the browser selects advertisement objects based on previous history of access—*acquisition request includes advertisement data* -- (col.2, lines 1-11, 35-45, 54-67, col.7, lines 1-17). Judson fails to explicitly disclose: *advertisement data corresponding to a plurality of advertisers....* However, it would have been obvious to a person of ordinary skill in the art at the time of the invention to have stored objects associated with several advertisers, because Judson teaches above displaying advertisements based on the type of access history of a user. This would provide the benefit of providing a variety of advertisement which more effectively resembles the tastes of a wide range of clients.

Regarding claim 23, which depends on claim 22, Judson discloses that the browser downloads advertisement from a server (col.2, lines 1-11, 35-45, 54-67, col.7, lines 1-17). Judson fails to explicitly disclose: *advertisement data is registered and updated by corresponding said advertiser.* However, it would have been obvious to a person of ordinary skill in the art at the time of the invention to have registered and updated the advertisements by an advertiser, because Judson teaches above displaying advertisements based on the type of

Art Unit: 2178

access history of a user. This would provide the benefit of providing a variety of updated advertisement which more effectively resembles the tastes of a wide range of clients, in accordance with the latest products.

Regarding independent claim 26, Judson discloses a browser running, and displaying a web page in each client, which has RAM memory-- *additional data storing unit storing additional data* --(col.2, lines 1-11, col.4, lines 10-24, fig.2).

Moreover, Judson teaches storing embedded objects downloaded together with the web page, in a cache memory—*advertisement storing unit*-- installed in the client's computer. The advertisement is displayed as a result of activating a link in the web page —*advertisement to be presented when said desired information processing is executed* -- (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and col.5, lines 40-col.6, line 11, fig.2). Judson fails to explicitly disclose: *a program information storing unit*. However, it would have been obvious to a person of ordinary skill in the art at the time of the invention to have stored the browser in non-volatile memory such as a hard driver, because Judson teaches above hard drive for storing data. This would provide the benefit of providing a permanent storage mechanism for avoiding the time consuming and tedious task of having to reinstall the browser every time the browser is invoked.

Regarding claim 27, which depends on claim 26, Judson discloses a web page for storing embedded advertisements in HTML format stored in memory, such as RAM, —*storing unit storing advertisement specifying data*. The advertisements are downloaded from a server—*said*

Art Unit: 2178

advertisement specifying data is externally supplied-- and stored in the client's memory (col. 1, lines 27-33, col.2, lines 1-11, and 30-67, col.4, lines 10-24, and fig.2).

Regarding claim 28, which depends on claim 27, Judson discloses downloading the web page with advertisements, from the server—*supplier of said advertisement data--* by activating a link—*establishing connection--* stored in a web page, which is stored in memory, such as RAM memory (col.2, lines 1-11, and 30-67, col.4, lines 10-24, and fig.2).

Regarding claim 29, which depends on claim 27, Judson discloses downloading the web page with advertisements—*said advertisement data specifying an advertiser--*, from the server (col.2, lines 1-11, and 30-67, col.4, lines 10-24, and fig.2).

Regarding claim 30, which depends on claim 26, Judson discloses a web page having a link to another web page—*identification information storing unit for storing identification information--*. The other web page is downloaded, to a client with RAM memory, from a server by activating the link (col.1, lines 26-33, col.4, lines 10-24, 52-67 and fig.2).

Regarding claim 31, which depends on claim 26, Judson discloses that the other web page is downloaded, and stored to memory, to a client from a server by activating the link—*next order identification information is externally supplied*. As a result of the link activation, coupons are queued and printed—*a subset of said additional data to be added next* (col.1, lines 26-33, col.4, lines 10-24, 52-67, col.7, lines 10-36, and fig.2).

Art Unit: 2178

Regarding claim 32, which depends on claim 26, Judson discloses a web page determining access history—*execution result unit at the end of link selection--* of a user so as to provide information the user is interested on (col.7, lines 10-16). In other words, a history is compiled after the user has selected a link—*desired information processing is executed--*

Regarding claim 33, which depends on claim 26, Judson discloses a web page determining access history—*identification information stored as execution result unit at the end of said desired information processing of link selection--* of a user so as to provide information the user is interested on (col.7, lines 10-16). In other words, a history is compiled after the user has selected a link—*desired information processing is executed--* .

Response to Arguments

13. Applicant's arguments filed 1/4/2005 have been fully considered but they are not persuasive. The Applicants submit that Judson has no teaching that the desired information is stored in advance or a storage medium reading unit reading desired information and advertisement data as required by claim 1 (page 19, lines 14-19). The Examiner disagrees, because Judson discloses downloading a web page storing an embedded or masked object, such as an advertisement, stored within the client's RAM chip (implying detachment, or cache memory—*detachably mounted*), and then displaying the advertisement on the browser —*a storage mounting unit to which an information storage medium storing in advance said desired*

Art Unit: 2178

information and said advertisement data -- (col.2, lines 1-11, 35-45, 54-67, and col.4, lines 1-35, fig.2).

Claims 3-7 are rejected at least based on the reasons stated regarding claim 1 above.

Regarding claim 8, the Applicants state that the floppy drive of Judson does not indicate that desired information and advertisement data received by a receiving means is stored on that floppy drive (page 20, lines 1-10). The Examiner disagrees, because Judson discloses storing of the retrieved web page along with the embedded objects, in memory, such as a RAM chip, installed in the client's computer, for storing, web page and the advertisement *--executing a prescribed process on said desired information, presenting when said prescribed process is executed by said processing means an advertisement based on said advertisement data received by said information receiving unit--* (col.2, lines 1-11, 35-45, 54-67, col. 4, lines 1-35, and col.5, lines 40-col.6, line 11, fig.2).

Regarding claims 12-16, the Applicants state that none of the cited references teach the newly amended limitation added to claim 12 (page 20, lines 22-page 21, line 2). The Applicants are directed towards the rejection of the newly added limitation above.

Regarding claims 17-19, the Applicants state that Judson does not teach the request for additional data of a type to be added as an object (page 21, lines 12-16). Judson discloses that the requested and downloaded web page contains information such as a link, and embedded

Art Unit: 2178

advertisement—*additional data corresponding to a type to be added as an object of information processing executed by said source of acquisition request*-- objects to be displayed or added as a result of activation of the link in the browser (col.2, lines 1-11, 35-45, 54-67, col.4, lines 30-35).

Regarding claims 24-25, the Applicants indicate that the newly added steps to this claim are not shown or suggested by Judson (page 21). The Applicants are directed towards the rejection of the newly added limitation above.

Regarding newly added claims 34-39, the Applicants indicate that the newly added steps to this claim are not shown or suggested by Judson (pages 22-24). The Applicants are directed towards the rejection of the newly added limitation above.

Conclusion

14. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

Art Unit: 2178

however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

I. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cesar B. Paula whose telephone number is (571) 272-4128. The examiner can normally be reached on Monday through Friday from 8:00 a.m. to 4:00 p.m. (EST).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen Hong, can be reached on (571) 272-4124. However, in such a case, please allow at least one business day.

Any response to this Action should be mailed to:

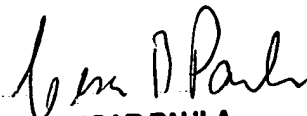
Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Or faxed to:

- (703) 703-872-9306, (for all Formal communications intended for entry)


CESAR PAULA
PRIMARY EXAMINER

3/15/05